

# ORDER

**WOOD**

**Orders**

**Order / Rev:** 187535

**Alt Order #:** 6828531

**Product Desc:** order

**Estimate:** 903909

**Flight Dates:** 09/03/12 - 09/09/12

**Original Date / Rev:** 06/26/12 / 08/31/12

**Order Type:** REG

**Primary AE:** Petry Philadelphia

**Sales Office:** P-PHI

**Sales Region:** Nat

**Agency**

**Name:** Smart Media Group

**Buying Contact:**

**Billing Contact:**

814 King Street

Alexandria, VA 22314

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** POL/Detroit International Bridge

**Demographic:** A35+

**Product Codes:** PL2

**Priority:** P3

**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:** IN10086/SP6681/TO1332/MO1041

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/09/12	36	\$12,400.00	\$10,540.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	36	\$12,400.00	\$10,540.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$12,400.00</b>	<b>\$10,540.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WOOD	30%	\$12,400.00
Market	100%	\$41,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	30%	\$12,400.00
WXMI	10%	\$4,133.33
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$12,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	09/03/12	09/03/12	Noon News	CM	12-1p	M-----	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
News 8 @ Noon															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M-----			2		\$450.00		0.00				
E 2	WOOD	09/04/12	09/04/12		CM	12-1p	-T-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00

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Advertiser: POL/Detroit International Bridge  
 Product Desc: order  
 Estimate: 903909

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News News 8 @ Noon NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -T----- 1 \$450.00 0.00														
E 4	WOOD	09/06/12	09/06/12	Noon News News 8 @ Noon	CM	12-1p ---T---	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---T--- 1 \$450.00 0.00														
E 7	WOOD	09/04/12	09/04/12	M-F 3-4p The Doctors	CM	3-4p -T-----	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -T----- 2 \$100.00 0.00														
E 8	WOOD	09/05/12	09/05/12	M-F 3-4p The Doctors	CM	3-4p --W----	:30	2	\$100.00	P4	0.00	NM	2	\$200.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 --W---- 2 \$100.00 0.00														
E 9	WOOD	09/06/12	09/06/12	M-F 3-4p The Doctors	CM	3-4p ---T---	:30	3	\$100.00	P4	0.00	NM	3	\$300.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---T--- 3 \$100.00 0.00														
E 10	WOOD	09/07/12	09/07/12	M-F 3-4p The Doctors	CM	3-4p ----F--	:30	3	\$100.00	P4	0.00	NM	3	\$300.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ----F-- 3 \$100.00 0.00														
E 11	WOOD	09/03/12	09/03/12	5am Daybreak 5am Daybreak	CM	5a-6am M-----	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 2 \$200.00 0.00														
E 12	WOOD	09/04/12	09/04/12	5am Daybreak 5am Daybreak	CM	5a-6am -T-----	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -T----- 2 \$200.00 0.00														
E 13	WOOD	09/05/12	09/05/12	5am Daybreak 5am Daybreak	CM	5a-6am --W----	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 --W---- 2 \$200.00 0.00														
E 14	WOOD	09/06/12	09/06/12	5am Daybreak 5am Daybreak	CM	5a-6am ---T---	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---T--- 2 \$200.00 0.00														
E 15	WOOD	09/07/12	09/07/12	5am Daybreak 5am Daybreak	CM	5a-6am ----F--	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ----F-- 2 \$200.00 0.00														
E 16	WOOD	09/03/12	09/03/12	6am Daybreak 6am Daybreak	CM	6-7a M-----	:30	1	\$475.00	P4	0.00	NM	1	\$475.00
NEWS8-DAYBREAK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$475.00 0.00														
E 18	WOOD	09/05/12	09/05/12		CM	6-7a --W----	:30	1	\$475.00	P4	0.00	NM	1	\$475.00

